

Message Text

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ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 SIG-03 /024 R

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R 161522Z AUG 78
FM SECSTATE WASHDC
TO AMEMBASSY THE HAGUE
INFO AMEMBASSY BONN
AMEMBASSY ROME
AMEMBASSY BRUSSELS
AMEMBASSY LUXEMBOURG
AMEMBASSY LONDON
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E.O. 11652: N/A

TAGS: BEXP, NL

SUBJECT:NETHERLANDS COUNTRY COMMERCIAL PROGRAM: THIRD
QUARTER FY'78 WCAG REVIEW

REF: (A) THE HAGUE 3753; (B) STATE 129311; (C) BRUSSELS
13664

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1. THE WASHINGTON COMMERCIAL ACTION GROUP (WCAG) FOR
BELGIUM AND THE NETHERLANDS MET JULY 26TH TO REVIEW THE
POST'S THIRD QUARTER PROGRESS REPORT ON THE FY'78 CCP.
WCAG WAS GENERALLY PLEASED WITH THE POST'S PERFORMANCE IN
MEETING OBJECTIVES OUTLINED IN CCP AND SPECIFICALLY WITH
POST'S SUCCESSFUL SUPPORT OF PETROTECH AND THE FOREIGN
BUYER'S PROGRAM.

2. WCAG COMMENDS POST ON ITS INITIATIVE IN CONDUCTING A SURVEY OF PTO SUBMISSIONS, AND LOOKS FORWARD TO RECEIVING POST'S FINDINGS. WCAG ALSO COMMENDS POST ON EXCEEDING TO GOALS FOR QUARTER, ALTHOUGH IT WOULD NOW APPEAR THAT CERTAIN TO OBJECTIVES (E.G. CONSUMER AND ELECTRONICS CAMPAIGNS) MAY HAVE BEEN SET TOO LOW FOR FY'78. WCAG HOPE THAT THE OBJECTIVES FOR FY'79 REFLECT MORE REALISTIC TARGETS FOR THE POST.

3. ICA REPRESENTATIVE BRIEFED WCAG ON ICA'S ROLE IN SUPPORT OF POST'S COMMERCIAL EFFORTS. ICA WILL CONTINUE TO PROVIDE POST WITH PRINTING AND EDITORIAL SUPPORT, INCLUDING PRINTED MATERIAL (SEE CM-106 OF 2/16/78). ICA COMMENTED ON POST'S NOT RECEIVING ICA MATERIALS FOR CAMPAIGNS 3 AND 4, REF (A) PARA 3 AND 4. ICA HAS NO RECORD OF RECEIVING SPECIFIC REQUEST FOR ARTICLES AND RECOMMENDS THAT REQUEST FOR MATERIALS BE MADE WELL IN ADVANCE (45 DAYS) TO ICA REP. THE HAGUE IN CASE ICA WASHINGTON MUST FURNISH ARTICLES TO POST. ICA REMINDS POST THAT BECAUSE ITEM INCLUDED IN CCP DOES NOT MEAN MATERIAL IS AUTOMATICALLY FURNISHED, RATHER COMAFF MUST REQUEST IT FROM ICA THE HAGUE.

4. WCAG WISHES TO COMMEND POST ON ITS EXCELLENT SUPPORT OF THE FOREIGN BUYER PROGRAM AGAIN THIS QUARTER AND UNCLASSIFIED

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REMINDS POST OF WCAG'S REQUEST FOR A REPORT (REF. B. PARA 2D) ON POST'S ACTIONS TAKEN IN SUPPORT OF GROUP FLIGHT TO OFFSHORE TECHNOLOGY CONFERENCE IN HOUSTON.

5. WCAG REQUESTS THAT POST QUANTIFY RESULTS WHERE POSSIBLE IN ORDER TO PROVIDE ADDITIONAL INFORMATION IN EVALUATING COUNTRY COMMERCIAL PROGRAM. FOR EXAMPLE, IN REFTEL (A) PARA 6 ACTIVITY ONE THERE IS NO BREAKOUT AS TO HOW MANY OF THE 80 KEY PROSPECT CALLS WERE MADE BY EMBASSY PERSONNEL VERSUS USDOC PROJECT OFFICER IN SUPPORT OF PETROTECH AND HOW MANY PTO'S RESULTED FROM "PTO CAMPAIGN AMONG SHOW EXHIBITORS." IN ADDITION, REFTEL (A) PARA 7: ACTIVITY 8, WHAT WERE RESULTS OF POST'S ASSISTANCE TO U.S. TRADE CENTER? WCAG WOULD BE INTERESTED IN LEARNING RESULTS. WCAG ALSO REQUESTS THE POST SUBMIT IN THE FOURTH QUARTER PROGRESS REPORT THE TOTAL NUMBER FOR QUARTER AND END OF YEAR TOTAL OF TRADE OPPORTUNITIES SEPARATELY FOR EACH CAMPAIGN AND TOTAL FOR YEAR FOR EACH POSSIBLY IN A GRID FORMAT SIMILAR TO REF (C) PARA 7.

6. WCAG WAS BRIEFED BY COMMERCE'S SPECIAL ACTIVITIES DIVISION (SAD) ON CATALOG SHOW PARTICIPATION IN THE

BENELUX COUNTRIES. DISCUSSION WAS PROMPTED BY THE RECENT FOREIGN SERVICE INSPECTION REPORT WHICH CENTERED ON THE DIFFICULTY OF EVALUATING CATALOG SHOWS BY MEANS SUCH AS AGENTS/LICENSEES SIGNED, PROJECTED AND IMMEDIATE SALES, ETC. SAD FELT THAT WHILE IN IDEAL CIRCUMSTANCES -POST'S TIME MAY BE BETTER SPENT ON THE PROMOTION OF MAJOR SHOWS, BUDGET LIMITATIONS ONLY PERMIT A CERTAIN NUMBER OF SUCH MAJOR SHOWS TO BE PROMOTED EACH YEAR. IT WAS CONCLUDED THAT CATALOG SHOWS DO AT LEAST PROVIDE A COMMERCIAL PRESENCE, TRADE LEADS, AND THE TESTING OF A MARKET FOR FUTURE SHOW PROMOTIONS AT MODEST OUT-OF-POCKET COSTS. WCAG WISHES TO COMMEND POST ON ITS EFFECTIVE USE OF CATALOG SHOWS AND SAD CONFIRMED THAT THE BENELUX COUNTRIES MAKE THE BEST USE OF CATALOG SHOWS IN THE UNCLASSIFIED

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DEVELOPED MARKETS. WCAG WOULD APPRECIATE ANY COMMENTS THE POST WOULD HAVE ON THIS SUBJECT.

7. REFTEL (A) PARA 3, CAMPAIGN 3: THERE IS NOT INDICATION OF ANY ACTION IN SUPPORT OF LONDON TC FOR PROCESS CONTROL INSTRUMENTATION SHOW IN MAY 1978; SINCE IT WAS NOT MENTIONED, WCAG ASSUMES POST SUPPORTED SHOW, BUT WOULD BE INTERESTED IN LEARNING TO WHAT EXTENT. IN ADDITION, WCAG HAS NO RECORD OF REQUESTING SECTORAL STUDY REF (A) PARA 4, CAMPAIGN 5 ON CHEMICAL/PETROCHEMICAL PROCESSING EQUIPMENT. REQUEST THAT POST CLARIFY ACTION. CHRISTOPHER

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